(d) Development and improvement of facilities at tourist places is primarily the responsibility of the State Government/UT Administration. The Ministry of Tourism, Government of India, extends financial assistance to the State Governments/UTs for tourism-related projects which are identified in consultation with the state concerned every year, under the following schemes :—

- Integrated Development of Tourist Circuits
- Product/Infrastructure and Destination Development
- Assistance for Large Revenue Generating Projects

Tourism Projects in Tamil Nadu

3013. SHRI E.M. SUDARSANA NATCHIAPPAN: Will the Minister of TOURISM be pleased to state:

(a) whether a number of tourism projects in Tamil Nadu were under consideration in the year 2004-05;

(b) if so, the details thereof, place-wise and district-wise;

(c) the number of projects sanctioned and pending as on date;

(d) by when the projects are likely to be given approval; and

(e) the Central aid sought and that actually given to the State Government?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) to (e) Development and promotion of places/spots of tourist interest, is the responsibility of the State Government concerned. However, the Ministry of Tourism provides central financial assistance on the basis of projects prioritized in consultation with them. On receipt of the proposals, complete in all respect, these are appraised for assistance keeping in view *inter-se-priorities* among projects, and availability of funds under the respective head.

The following proejcts were sanctioned during 2004-05 for integrated development of tourism in Tamil Nadu:

(*Rs. in lakhs*)

S.N.	Name of the project	Amount sanctioned
1.	Erection of signages in Mamallapuram	5.92
2.	Mamallapuram Dance festival	15.00
3.	Eco-tourism at Point Calimere Wild life sanctuary, Muthupet	368.00
4.	Development of Yercaud Hill Resort Salem District	448.00
5.	Destination development of Mahabalipuram Phase II	432.00
6.	Rural Tourism in Village Karaikudi, Dsitrict Sivaganga	20.00
7.	Development of Rural Tourism in Village Kazhugumalai, District Thoothukudi	20.00

Initiatives to Increase Inflow of Tourist

3014. SHRI E.M. SUDARSANA NATCHIAPPAN: Will the Minister of TOURISM be pleased to state:

(a) whether any fresh initiatives have been taken to increase the inflow of tourists in various parts of the country;

(b) if so, the details thereof; and

(c) if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) and (b) A number of steps have been taken by the Government for increasing the inflow of tourists to India, which include:-

- Development of tourist spots under its various schemes of infrastructure development of tourist circuits and destinations;
- Direct approach to the consumers through Electronic and print media through the "Incredible India" Campaign;
- Creation of World Class Collaterals;
- Centralized Electronic Media Campaign;